

*A.A. Tkachuk, Y.V. Yurush, 3<sup>rd</sup> year of studies  
Scientific supervisor – L.I. Kolesnikovich  
Polessky State University*

Ideas cause changes. If idea is unique and progressive, it can force someone to change how do they do something. Creating ideas is hard enough, but convincing others to do something with them is even harder. Many people don't like changes, and are afraid of changes in their lives, so the uniqueness of your idea makes it difficult for people to accept.

In many fields the task of bringing an idea to someone with the power to do something with it is called a pitch [1]. Idea pitching happens all the time: in hallways, in the cafeteria, in meetings, in conferences. Although the fields may differ, the basic steps of pitching ideas are largely the same:

- create the idea. The classic mistake is to pitch the idea before it's ready. When most people find an interesting idea they just tell everybody how amazing their new idea is. People can dismiss it quickly by asking 2 or 3 basic questions. So, until the concepts and hard parts are fleshed out enough to demonstrate, the idea doesn't have much of a foundation.
- make clear the scope of the idea. Big ideas require more changes to take place. To convince an investor to start a new million dollar project will take more effort than convincing your best friend to loan you his pen. The bigger the idea is, the higher the reward is.
- find out who has the power to realize the idea. If you don't have access to the people with the power you need, make a list of those who are access to them. You may need to work through this network of people, and make several pitches, to achieve the results you want.
- create the structure of the pitch. Always formulate 3 levels of depth to pitching your idea: 5 seconds, 30 seconds, 5 minutes. The 5 second version is the shortest single sentence formulation of whatever your idea is. In 30 seconds, there's enough time to talk about how you'll achieve what you described in 5 seconds. If you can't explain enough the idea in 5 and 30 seconds versions, don't worry too much about the 5 minute version: most probably you won't get many people to listen to you for that long [2].
- test the pitch. Find smart people to give you feedback. You won't always get the feedback you want, but you'll sharpen your idea, and the way you talk about it. From your pitch tests, develop a list of questions you expect to be asked during the pitch, and be prepared to answer them.
- think what to do if the pitch fails; When things don't go well, your job is to harvest as much value from the attempt as possible. Always leave failed pitches with understanding of what went wrong.

- do it yourself. In every society you can find people rejected by the system who went off on their own, scrapped together their own resources, and made amazing things happen.

Compliance with these stages is very important to make a successful pitch. Doing the research of such subject as pitching an idea leads to growth of successful pitching level. Creative people should know how to present their ideas. This makes our country more progressive and interesting.

### **Literature references**

1. How to pitch an idea [Electronic resource] – Mode of access: <http://www.scottberkun.com> – Date of access: 26.02.2012.

2. Thomas Leech. How to prepare, stage and deliver winning presentations / Thomas Leech. – 3rd ed. – AMA-COM, 2004. – 154 p.